



WTIC-TV

ORDER

Print Date 11/01/12 Page 1 of 5

Flight Dates 10/30/12-11/06/12

<u>Contract / Revision</u>	<u>398992 - 6</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		HOUSE MAJORITY PAC	<u>Estimate #</u>	2075
11/01/12	11/01/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06378178
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	House Majority Pac	3050 K St NW Suite 100 Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	Waterfront Strategies		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
3050 K St NW Suite 100 Washington, DC 20007			<u>Demographic</u>	A35+
		<u>Sales Office</u> TWDC	<u>Rev Codes</u>	AGY POL ISSUE
		<u>Sales Region</u> National	<u>Product Codes</u>	PL2
		<u>Agency Ref</u>	<u>Priority</u>	02
			<u>Advertiser Ref</u>	

Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 14% Market Value 424107

Competing Station	% of Order	Amount
2WCCT	1%	4241
3WFSB	19%	80580
4WVIT	28%	118750
5WTNH	38%	161160
6WCTX	%	0
7CABL	%	0

Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	71	\$50,468.75	\$59,375.00	0.00	10/29/12	11/05/12	71	\$50,468.75	\$59,375.00
Totals	71	\$50,468.75	\$59,375.00	0.00					

Billing Plan

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	71	\$50,468.75	\$59,375.00	0.00	10/29/12	11/05/12	71	\$50,468.75	\$59,375.00
Totals	71	\$50,468.75	\$59,375.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
1	61	10/30/12	11/02/12	M-F 1p-2p M-F 1p-2p		CM	1p-2p		- TWTF--	:30	4	\$200.00	02	0.00	NM	4	\$800.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/29/12 11/04/12 - TWTF-- 4 \$200.00 0.00																		
2	61	10/30/12	11/02/12	M-F News at Ten News at Ten		CM	10p-1030p (10:00 PM-10:30 PM)		- TWTF--	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/29/12 11/04/12 - TWTF-- 2 \$1,800.00 0.00																		
3	61	10/30/12	11/02/12	M-F 12p-1p M-F 12p-1p		CM	12p-1p		- TWTF--	:30	4	\$200.00	02	0.00	NM	4	\$800.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/29/12 11/04/12 - TWTF-- 4 \$200.00 0.00																		
4	61	10/30/12	11/02/12	M-F 2p-3p M-F 2p-3p		CM	2p-3p		- TWTF--	:30	4	\$200.00	02	0.00	NM	4	\$800.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/29/12 11/04/12 - TWTF-- 4 \$200.00 0.00																		
5	61	10/30/12	11/02/12			CM	3p-4p		- TWTF--	:30	4	\$300.00	02	0.00	NM	4	\$1,200.00	



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Contract / Revision **398992-6** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 11/01/12 / 11/01/12Order Sep 00:15:00Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 3p-4p												
				M-F 3p-4p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$300.00			0.00						
6	61	10/30/12	11/02/12	M-F 4p-5pm	CM	4p-5p		:30	4	\$425.00	02	0.00	NM	4	\$1,700.00	
				M-F 4p-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$425.00			0.00						
7	61	10/30/12	11/02/12	M-F 6p-630p	CM	6p-630p		:30	4	\$650.00	02	0.00	NM	3	\$1,950.00	
				M-F 6p-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$650.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1		61	10/29/12-11/04/12	M-F 6p-630p		6p-630p				-TWThF----		:30		(\$650.00)	0.00	NM
				Credited												
8	61	10/30/12	11/02/12	M-F 6a-7a	CM	6a-7a		:30	2	\$400.00	02	0.00	NM	2	\$800.00	
				M-F 6a-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		2	\$400.00			0.00						
9	61	10/30/12	11/02/12	M-F 630p-7p	CM	630p-7p		:30	4	\$650.00	02	0.00	NM	3	\$1,950.00	
				M-F 630p-7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$650.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
2		61	10/29/12-11/04/12	M-F 630p-7p		630p-7p				-TWThF----		:30		(\$650.00)	0.00	NM
				Credited												
10	61	10/30/12	11/02/12	M-F 7p-730p	CM	7p-730p		:30	4	\$1,000.00	02	0.00	NM	4	\$4,000.00	
				M-F 7p-730p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$1,000.00			0.00						
11	61	10/30/12	11/02/12	M-F 7a-8a	CM	7a-8a		:30	4	\$400.00	02	0.00	NM	4	\$1,600.00	
				M-F 7a-8a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$400.00			0.00						
12	61	10/30/12	11/02/12	M-F 730p-8p	CM	730p-8p		:30	4	\$1,300.00	02	0.00	NM	4	\$5,200.00	
				M-F 730p-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$1,300.00			0.00						
E 13	61	10/30/12	11/02/12	M-F 8a-9a	CM	8a-9a		:30	3	\$350.00	02	0.00	NM	1	\$350.00	
				M-F 8a-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		3	\$350.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1		61	10/29/12-11/04/12	M-F 8a-9a		8a-9a				-TWThF----		:30		(\$350.00)	0.00	NM
				Credited												
2		61	10/29/12-11/04/12	M-F 8a-9a		8a-9a				-TWThF----		:30		(\$350.00)	0.00	NM
				Credited												
14	61	10/30/12	11/02/12	M-F 9a-10a	CM	9a-10a		:30	4	\$150.00	02	0.00	NM	4	\$600.00	
				M-F 9a-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$150.00			0.00						



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Contract / Revision**398992-6 Flight Dates 10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision

11/01/12 / 11/01/12

Order Sep 00:15:00Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
14	61	10/30/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	- TWTF--	:30	4	\$150.00	02	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		4	\$150.00			0.00					
15	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1 ---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1 ---		1	\$6,000.00			0.00					
16	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1 ---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1 ---		1	\$6,000.00			0.00					
18	61	11/05/12	11/05/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$200.00			0.00					
19	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$1,800.00			0.00					
20	61	11/05/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$200.00			0.00					
21	61	11/05/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$200.00			0.00					
22	61	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$300.00			0.00					
23	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$425.00			0.00					
24	61	11/05/12	11/05/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$650.00			0.00					
25	61	11/05/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00					
26	61	11/05/12	11/05/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$650.00			0.00					
27	61	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$1,000.00			0.00					



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Contract / Revision**398992-6 Flight Dates 10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision

11/01/12 / 11/01/12

Order Sep 00:15:00Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
27	61	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$1,000.00			0.00					
28	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00					
29	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$1,300.00			0.00					
30	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$350.00			0.00					
31	61	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$150.00			0.00					
32	61	11/01/12	11/02/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1	\$650.00			0.00					
33	61	11/01/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	---TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1	\$650.00			0.00					
34	61	11/01/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1	\$350.00			0.00					
35	61	11/02/12	11/02/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$3,000.00			0.00					
36	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$3,000.00			0.00					
37	61	11/03/12	11/03/12	College FB Erly Game(FCM College FB Erly Game(FC	CM	3p-630p	-----1-	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$3,000.00			0.00					
38	61	11/03/12	11/03/12	College FB Late Game(FCM College FB Late Game(FC	CM	7p-1030p	-----1-	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$3,000.00			0.00					
N39	61	11/04/12	11/04/12	Su 10a-11a Su 10a-11a	CM	10a-11a	-----1	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$350.00			0.00					



WTIC-TV

Print Date: 11/01/12

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Contract / Revision **398992- 6** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 11/01/12 / 11/01/12Order Sep 00:15:00Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N39	61	11/04/12	11/04/12	Su 10a-11a Su 10a-11a	CM	10a-11a	-----1	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1			\$350.00		0.00				
														Totals	71 \$59,375.00